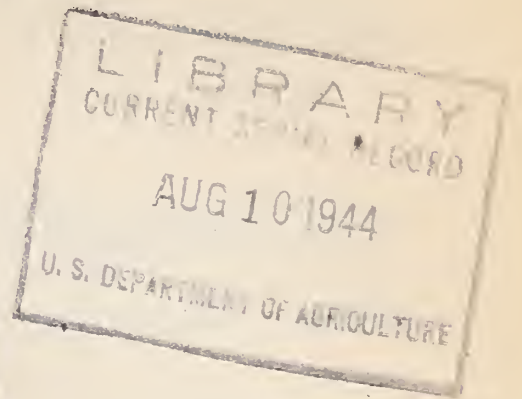


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August 1944



Marketing activities

WAR FOOD ADMINISTRATION Office of Distribution

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MAKING FOOD ORDERS STICK

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Our wartime system of food distribution depends on War Food Orders, whose effectiveness depends on their being complied with. And the overwhelming majority of people affected, mindful of the common good, do comply--voluntarily and wholeheartedly. But a few don't.

OUR "CHINESE" FOOD

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Rice is one of the world's most important food grains. In 1943, the United States grew more rice than ever before and today it is shipping this staff of life of millions to many a nation that once looked to the Orient for its supply.

MARKET NEWS TODAY

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Established in 1915, the Federal Market News Service has come to be known as the greatest business news service in the world. War work? Yes, it has its share of that too.

HOW YOUR SUGAR BOWL GETS FILLED

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You get your sugar at the grocer's by leaving a coin and a ration coupon. You know that at some undetermined time earlier it began moving toward you as a sugar beet in Colorado, say, or as cane in Louisiana or Cuba. What's been happening to it lately along the way?

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Making food orders stick



By Bernell Winn

He doesn't wear a Scotland Yard badge or carry a flashlight and magnifying glass. He may or may not smoke an eccentric-looking pipe. His name may or may not be Holmes, but he is constantly making some of the most important investigations of his time. He is a special agent (accountant or investigator) of the War Food Administration's Office of Distribution. He and his colleagues operate out of New York, Atlanta, Dallas, Chicago, and San Francisco.

Businessmen, not burglars; bread and butter, not bullets; meat, not murder--these are the things he deals in. But to citizens his work is quite as important as that of the plain-clothes man who tracks down the more sinister forms of law violation.

For his is the job of enforcing WFA's food distribution orders. He works for the Compliance Branch of the Office of Distribution, responsible for preventing speculation, fraud, hoarding, profiteering, and sundry other funny business with the Nation's food supply. Among other things, special agents' work insures the housewife that all the white bread and rolls she buys will be enriched as provided in War Food Order 1; that all her bakery products will have certain minimum food values; that our milk quotas will be enforced to provide milk products the year around in this country and to our fighting men abroad.

The special agent goes into action after he receives a complaint from a food order administrator or from the general public. Sometimes he checks up on compliance on his own, and quite often what he finds is the basis for a formal investigation later.

There's no blood in his eye or chip on his shoulder. He gets evidence by interviewing witnesses, examining books and records. He observes suspected persons and collects background information on them.

But no Gestapo this. The suspect himself is interviewed, and given a chance to explain. Circumstances are considered. Then the special agent reports to his office--a full report on which recommendations for prosecution (if any) are based.

But the ax doesn't fall heavily on all. Frequently, where violations are not flagrant or aggravated, the violator gets a letter of warning. Between July 1, 1943, and May 31, 1944, over 1,500 of these

letters went out. The violator was told where he stood. The order and its purpose were explained, the manner of violation was set forth, and the fact that further violation would not be permitted was made plain. In addition, 750 cases were referred to attorneys for civil and criminal action. Many of these cases have resulted in fines ranging up to \$10,000.

A few butchers and bakers, it seems, have been giving most of the trouble. It took more than 15 special agents to complete a recent investigation of a baking company in a large eastern city. This company was suspected of violating the consignment provisions of WFO 1, which prohibited the exchange for fresh bread of bread delivered previously. As a result of the investigation 35 criminal informations have been filed against the baking company, its employees, and several retail store proprietors.

This doesn't mean the special agent or WFA wanted housewives to buy stale bread. The purpose of the order was to get bakers to bake and deliver only the bread that was needed. If stale bread is swapped in for fresh, what about the enriched wheat, milk, eggs, lard, and other ingredients that the stale bread contains? They are lost--ingredients that could have gone into other food for America, her fighting forces, her allies, and for liberated countries.

Fishy

Not long ago a special agent (accountant) was assigned to a rather "fishy" case up in Maine. What was so fishy was that the fish-packing company involved had delivered none of its pack to the Government, though required to do so under WFO 44. But it had delivered thousands of pounds of fish to the civilian trade. That was fine for civilian consumers but it put a big dent in supplies for the armed forces. By thus ignoring the order, the company is out \$10,000 in fines and in addition must make up its deliveries (based on a certain percentage of its 1944 pack) to the Government.

One very recent headache for the special agents broke right in the National Capital. Three indictments containing 34 counts were returned against a company which bought set-aside beef--beef earmarked for the armed forces. The company obtained the beef by certifying that it was to be applied toward fulfilling Navy contracts. Instead, the millions of pounds of beef went into civilian trade channels. The company hasn't explained. The case, now pending, involves maximum fines of \$340,000 plus jail sentences.

With 74 basic food orders to ride herd on--orders covering almost every food from soup to nuts--the special agent has a lively job. And it's an important job, because every time he stops a violation the United States is that much nearer to having the food it needs to wind up the war.

PRICE SUPPORT PROGRAM
FOR FRUITS AND VEGETABLES

Last year WFA bought nearly 12,000 carloads of Irish potatoes to support farmers' prices. This price-support operation cost slightly more than \$8,000,000. It was carried on by WFA last year in order to provide farmers who were producing potatoes sufficient to meet all war-time demands with the assurance of a market for all they produced and a fair and equitable return for their efforts.

In 1943, production reached a record of nearly 465 million bushels (up from 370 million bushels in 1942, which was close to the average for the 5 pre-war years 1935-39). The record 1943 production indicates how producers responded to WFA's request for expansion to meet wartime needs, and the necessity of the price-support program as a means of maintaining production at the wartime rate.

Up to mid-July this year, WFA bought from the early 1944 crop in continuation of price-support measures more than 4,809 carloads of potatoes for our armed forces, allies, relief, and for livestock feed.

Potatoes are still rolling in from the early crop in the 11 southern potato-producing States, and although the over-all production in these areas is expected to drop considerably below last year's, regular trade channels are not buying the farmer's entire crop. As a result, prices are sagging in some areas.

WFA assured the farmer that it would support prices even if the potatoes had to be used for silage. As of July 14, about 231 carloads of potatoes, all in North Carolina and Virginia, had been used for this purpose. And more will be used for silage, if that is what it takes to give the farmer a fair return on his crop.

WFA supports the prices of other vegetables and fruits also. Direct grower-support programs will be in effect this year for raisins, dried apricots, peaches, pears and prunes. Support prices have been named for tomatoes, corn, green peas, snap beans, spinach, beets, carrots, lima beans for canning, and cabbage for kraut. Under this program, growers who contract with certified canners will be assured the full support price. Subsidy payments, where applicable, and participation in the canners' support program under WFA will support the price, and canned vegetables will be restricted to certified canners. A similar program is being considered for apricots, peaches, and pears for canning.

These programs are designed to assure receipt by the farmers of the prices necessary to produce and utilize the quantities of fruits and vegetables needed for canning in line with existing facilities, and at the same time protect canners who pay the support prices to growers against the possibility of inventory losses that might be incurred from maximum packs of the canned products covered by the programs.

OUR "CHINESE" FOOD



BY EMMETT SNELLGROVE

Though U. S. rice production is an insignificant part of the world supply, American rice growers and millers after meeting our own wartime needs are today shipping rice to many distant lands that formerly looked to rice-wealthy Burma, Thailand, and Indo-China for their supplies. Thus, a country many of whose people still refer to rice as a "Chinese" food is now providing nearly half a billion pounds of it annually, all milled and ready to cook, to feed the world's deprived peoples.

The United States is of course not able to supply *all* the rice needs of these countries, but acts merely on a tide-over basis until the Burma area can be reopened. Until then--and provided our record-breaking supplies last--American ships will continue to deliver rice to our territories, our allies, friendly nations, and liberated areas.

As a nation, we Americans are not a rice-loving people. For generations, we have eaten and used industrially only 5 or 6 pounds per capita--800 million pounds a year. The rest of our peacetime 1,400-million-pound milled production went and still goes principally to Cuba, Puerto Rico, and Hawaii.

Our present increase in production, some 300 to 400 million pounds a year, is going almost entirely to areas that never before depended upon us for supplies. These include the United Kingdom, Russia, west Africa, and unoccupied France.

Literally speaking, rice is a Chinese food. It is generally believed to have been cultivated first somewhere in the area extending from southern India to Cochin-China far back in antiquity. It appears to have spread into China possibly as early as 3000 B. C., and much later into Iran, Arabia, Egypt, and finally Europe.

Many centuries later--about 1685--ambitious farmers in South Carolina began experimenting with it. They were followed by farmers of North Carolina and Georgia. Since the Civil War, however, rice production has centered largely in Louisiana, Texas, Arkansas, and California, and these four States, led by Louisiana, produce all our commercial rice.

Grown largely in the South, rice has remained largely a southern food. Hence, the average per capita U. S. use (6 pounds a year) does not reflect the heavy consumption in the South. On a State basis, the per capita consumption ranges from less than a tenth of a pound in New Hampshire and Vermont to 27 pounds in South Carolina and over 40 pounds in Louisiana.

Or we can express percentage-wise the varying disappearance of our edible rice throughout the country. During the 12 months beginning August 1, 1941, the southern States consumed 57.2 percent; the East, 14 percent; the Middle West, 16.2 percent; the Pacific Coast, 11.2 percent; and the Rocky Mountain States, only 1.4 percent.

Rice is rich in starch and high among low-cost energy-supplying foods. Milled rice (processed from rough rice) is completely edible and has little moisture and a fairly high caloric content. It contains calcium, phosphorus, and iron, among minerals, and thiamine, riboflavin, and niacin.

A nutritional weakness of rice long has been that white (milled) rice lost much of its vitamin content in the milling process. Recently, the development of a process for preserving a large part of the vitamin values has received widespread publicity, but only a small fraction of the country's production is being processed by this method at present. Brown rice has a higher food value and more flavor than white rice because it contains the bran and germ portions not found in completely milled grain.

In the Mill

Rice millers in the producing areas receive it from the farmer in its rough state, then process it into the product you find on grocery-store shelves. Here's what happens from the rice farmer through the miller:

The harvest season begins in the southern belt about August 1. Rough rice reaches the southern miller in 162-pound units (the California unit is 100 pounds). After milling, the 110 pounds or so of milled rice that remain are divided as follows: Whole rice, 80 pounds; second head (half-grain), 14 pounds; screenings (quarter-inch), 12 pounds; and brewer's rice (small, finely broken pieces), 4 pounds.

The residue--the difference between the 162 pounds that went into the mill and the 110 pounds that came out as milled rice--consists of approximately 32 pounds of hulls, 15 pounds of bran, and 5 pounds of polish. Hulls are used as fuel, largely by the miller; bran as stock feed; and polish, brownish and flourlike, in food and pharmaceuticals.

The whole-grain milled rice is used entirely for food, as is some of the half-grain product. Most of the second-head, screenings, and brewer's rice, however, goes into industrial uses, principally by brewers and into rice starch, for which there is a considerable wartime demand.

That starch demand, by the way, is an interesting angle. Few people know that rice starch is much used in the manufacture of tracing cloth, an essential in wartime construction. To design a single one of Uncle Sam's biggest battleships requires more than 300,000 square feet of it.

Because wartime demand for rice has exceeded production, the War Food Administration has allocated it to the various claimants.

For the year which began July 1, 1944, the allocable supply of 16,913,000 pockets (that's miller's talk for 100-pound bags) is divided as follows: U. S. civilians, 8,063,000 pockets; U. S. military and war services, 1,162,000 pockets; our allies, friendly nations, U. S. territories, and liberated areas, 7,688,000 pockets.

To get this rice, WFA issued War Food Order 10, which requires millers to set aside definite percentages of their production for sale to Government agencies. The "set-aside" was 60 percent when the order was issued in January 1943. It was reduced to 45 percent for the 1943-44 rice season. On July 19, 1944, WFA announced an amendment to WFO 10 reducing the set-aside to 35 percent of all each miller's production after next October 1. The amendment also eliminated a provision which required millers to distribute rice for civilian consumption on a State quota basis.

Two Records

In 1943, American rice farmers chalked up two records--in production and acreage. The 70,025,000-bushel crop grew on 1,500,000 acres for harvest. This production exceeded by about 8 percent the previous record crop (1942) of 64,549,000 bushels produced from 1,450,000 acres and was 48 percent above the 10-year (1932-41) average of 47,334,000 bushels. The average per acre yield in 1943 was 46.7 bushels compared with 44.5 bushels in 1942 and the 10-year average of 48.4.

In the three southern rice States--Louisiana, Texas, and Arkansas--1943 production reached nearly 56 million bushels compared with 52 million bushels in 1942. In California last year a crop of 14 million bushels was harvested compared with a 1942 production of 12½ million bushels, then the largest on record for that State.

Louisiana is the leading producer with 621,000 acres for harvest in 1943--a 6,000-acre increase in planting over 1942. Texas is next, harvesting 396,000 acres in 1943, an increase of 26,000 over 1942. Last year Arkansas had 253,000 acres for harvest, 5,000 less than in the 1942 season, and California had 230,000 acres in rice, an increase of 23,000 over 1942.

In Louisiana most rice is produced on small, individually owned farms where other crops also may be grown. In Texas, operation is on a larger scale with rice farms ranging up to 6,000 acres. Arkansas follows both systems, but smaller farms predominate with an average of about 160 acres (mostly in rice).

Blue Rose, a medium grade, is the most popular type out of the many varieties grown in the U. S. Approximately 32 percent of the entire 1943 crop was of this type, and about 21 percent was Early Prolific. The principal type of long grain rice is Rexoro, which made up 15 percent of total U. S. production in 1943. Grown largely in Texas, Rexoro is frequently called "soup rice," probably because its grains after cooking hold their shape and separate more easily than most varieties.

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WFA OFFERS CANNED CORN FOR SALE

Approximately 138,500 cases of canned corn, packed 24 No. 2 cans to the case, are being offered for sale by WFA to all processors of canned corn. This corn is a part of the 391,214 cases recently released from Government-owned stocks for civilian trade. All but the quantity now being offered has been sold to original vendors.

By grade, this corn runs: 15,000 cases Extra Standard Golden; 20,000 cases Standard Golden; 7,000 cases Fancy Golden; 70,000 cases Extra Standard White; 3,000 cases Standard White; and 2,500 cases of Fancy White, all cream style. In addition there are 11,000 cases Extra Standard Whole Kernel corn and 5,000 cases Standard Golden Whole Kernel.

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PURCHASES LIMITED ON 1944 FLUE-CURED TOBACCO

WFA has restricted the purchase of 1944-crop Flue-cured tobacco by manufacturers and dealers. Flue-cured tobacco is used chiefly for making cigarettes.

The order (WFO 4.7) differs from the similar order issued a year ago (WFO 4.3) to regulate purchase of the 1943 crop in that it prescribes a basis for determining the allocations of individual purchasers in pounds. The 1943 order designated purchase limits in percentages of current production.

Under the 1944 order, based on the July production estimate of 834 million pounds, manufacturers may acquire 1944 Flue-cured tobacco up to 74 percent of the quantity (including scrap) they used for manufacturing purposes from July 1, 1943, through June 30, 1944. Their auction purchases are limited to the same proportion of total purchases as was similarly acquired from the crops of 1939, 1940, 1941, and 1942.

Dealers may purchase 1944-crop tobacco from producers or at auction, for their own account, up to 100 percent of the basic quantity they were entitled to under the 1943 order.

MARKET NEWS TODAY

. . . . By Bernice Baker

That man hurrying along in the early predawn isn't necessarily returning from an evening of gayety. He may be a member of the clan of Federal market reporters. It isn't chronic insomnia, either, that gets them up and out in time to wake the birds. Early rising is just part of their job--with the greatest business news service in the world.

No war baby, the Market News Service began operating in March 1915 with the appearance of the first Fruit and Vegetable Market Report. Today, with offices situated strategically in all parts of the country, it reports on all major farm commodities, including fruits and vegetables, dairy and poultry products, livestock and meats, wool, grain products, cotton, and tobacco.

Valuable as it is to growers and distributors in peacetime, Market News is needed more than ever in wartime. Price ceilings, rationing, support prices, and food set-aside orders have greatly increased the demands on market news men for current information over and above that ordinarily provided in market reports for growers and shippers. The Market News Service has been called on for a great deal of background information, and to have on hand current information on supply availability and crop movements is now more important than ever. For example, when food set-aside orders are established, past and current data on daily carload shipments must be used as a basis.

The Livestock Market News Service has grown in importance because of the big part meat plays in wartime. With livestock production at an all-time high and processing and distribution channels under a very heavy strain, the need nowadays for accurate, up-to-the-minute market information about meat is unprecedented. The staff of well-trained, experienced reporters now on that job has been adequate at most major terminal markets. During the recent record-breaking hog movement, with many markets seriously congested, important Corn Belt marketing centers got special coverage, and detailed accounts of the hog-marketing situation were released to the public at noon daily.

Some adjustments were necessary to fit the news service closer to wartime conditions. A good example of this is the present accent on *supply* information rather than *price* information.

The value and popularity of the service was attested last year when Members of Congress received a great many telegrams and letters from growers and shippers in and around Seattle, Cleveland, and Detroit asking for a resumption of the Fruit and Vegetable Market News work at those cities, where the offices had closed on June 30, 1943, after a cut in the Market News appropriation. The offices were reopened on July 1, 1944.

An official of a leading press association recently said: "Market news is a *must* with us. We have a full realization that any market news we start to carry, we'll just have to keep on carrying it. Because it's something which newspapers and radio stations, and, of course, readers and listeners, will not let us drop."

This statement pretty much reflects the attitude of U. S. food producers and distributors. They've found what the Market News Service means to them. They've measured it with a practical yardstick. They like the jingle, which the service makes possible, of those dollars and cents in their pockets.

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"CORN FOR WAR" PROGRAM NETS 68 MILLION BUSHELS

Almost 68 million bushels of corn had been acquired by the Government, WFA announced on July 17, under the "corn for war" program. A summary of operations under WFO 98, which restricted sales of corn in 125 counties of 5 Midwestern States, showed that more than 50 million bushels of corn had been delivered or sold to processors, and that nearly 18 million bushels were under contract but still undelivered.

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DEHYDRATED ONION SALES RESTRICTIONS REMOVED

Because of improved supplies of dehydrated onions, WFA has removed restrictions on the sale of this product to permit civilian purchases without allotment certificates.

This action was contained in WFO 30.2, effective July 17, and reduces to zero the percentage which dehydrators are required to set aside for Government and essential civilian needs. Set-aside restrictions have been in effect for dehydrated onions since March 1943. Since that time the civilian allocation has been rationed among only those consumers who could certify use in 1942, the base period. Dehydrated onions are the last of the dehydrated vegetables to be removed from set-aside restrictions. Beets, cabbages, and rutabagas were removed on June 1.

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NEW MEDICINAL AGENT FOUND IN BRIGHT TOBACCO

Rutin, a valuable glucoside effective in treating conditions that arise from high blood pressure associated with increased capillary fragility, has been extracted from bright or Flue-cured tobacco by scientists of the Department of Agriculture. Rutin is found in the structure of a number of plants, but results of investigations at the Bureau of Agricultural and Industrial Chemistry's Eastern Regional Research Laboratory (Philadelphia), where the discovery was made, indicate that it can be extracted readily from the bright or Flue-cured tobacco.

It is found in the leaf, not the stems, and the quantity obtainable varies with the quality of the leaf and probably with its age. The extracted material is a bright-yellow nontoxic powder.

TURKEY SET-ASIDE ORDER

American armed forces stationed overseas and in this country will have their turkey dinner on Thanksgiving, Christmas, and New Year's Day, WFA reports. Holiday turkey, a tradition in the armed services as well as for the rest of the Nation, will be obtained this year under a set-aside order which became effective on July 17.

While the actual quantity required for holiday dinners for the services may not be disclosed, it will be additional to the 8 million pounds of hen turkeys obtained under WFO 97, recently terminated, and is likely to exceed the 35 million pounds obtained under a WFA embargo order last year.

The new set-aside order WFO 106 will be in effect in 24 designated States and in designated counties in 3 other States. Operating similarly to the program which was in effect last year, it requires a "set-aside" of 100 percent of the turkeys produced and marketed in these areas until the needed quantity is obtained. The turkeys marketed must be slaughtered by authorized processors and held for sale and delivery to the U. S. Army Quartermaster Corps, or to a wholesale receiver, or cold storage for ultimate sale to the QMC.

Turkeys sent to American fighting forces overseas have played an important role in the building and maintenance of morale ever since war began. They have been sent by ship, plane, truck, jeep, and on muleback and manback to battlefronts in every part of the world where our soldiers, sailors, and airmen are fighting.

Last year, turkeys provided the feature course of meals served to combat troops on Thanksgiving, Christmas, and New Year's Day on Guadalcanal and the Solomons. Sailors and marines wounded on Tarawa ate turkey in sick bays aboard the ships that took them off the island. Turkeys were cooked in the galleys of American fighting surface ships and submarines in the Pacific, Atlantic, and Mediterranean, and on land they were served to our men in north Africa, Italy, and England.

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SCHOOL LUNCH TO CONTINUE DURING NEXT SCHOOL YEAR

Continuation of the national school lunch program for the 1944-45 school year has been assured with the appropriation by Congress of \$50,000,000 for its operation.

During the 1943-44 school year more than 4 million children in 31,000 schools throughout the Nation participated in the Federal-local program. The 1944-45 program will be similar to last year's, WFA officials say.

How your sugar bowl gets filled



By John M. Kennedy

Everyone knows that when the Japs grabbed Manila they hacked off one of our best sources of sugar. It is common knowledge also that when you buy 5 pounds of sugar at the grocery store, you leave a ration coupon. It is known to some that the reason for the scarcity of lump sugar among civilians is that a portion of the supply goes to our servicemen, and to a few that another portion goes to Russian fighting troops, who use lump sugar as a quick pick-up in combat. There are a lot of other things about sugar that are not so well known. About sugar, that is, as it moves from the farmer to the consumer. About sugar marketing . . . in wartime.

More than 70 percent of the sugar consumed in this country arrives in ships from offshore cane sugar producing areas, domestic and foreign. About two-thirds of the remainder is coming from sugar beets grown in the continental United States, and the remaining third from sugarcane grown in Louisiana and Florida.

Before the war, the offshore areas that shipped us sugar were mainly Hawaii, Puerto Rico, the Philippines, and Cuba. After losing the Philippines, which had filled about 15 percent of our sugar needs, we had to look elsewhere to fill the gap. For a while some of our domestic production areas helped out, but with the great decline in our domestic beet sugar production since 1942 we have had to lean heavily on Cuba. Fortunately, this island has been able to expand her sugar output tremendously. Her harvested sugarcane crops in 1942, 1943, and 1944 yielded the equivalent of about 13,500,000 tons of sugar, compared with about 8,955,000 tons from the three crops immediately preceding (1939-41).

Our Government has purchased virtually the whole of the last three Cuban crops for our civilians, armed forces, and allies. A considerable portion of the Cuban crops have come here not as sugar but as invert molasses for the industrial alcohol program. If we hadn't had to divert so much Cuban sugarcane to alcohol (particularly in our synthetic rubber program) there probably would have been more sugar for civilians. The Government hopes to be able to buy the 1945 Cuban sugar crop. During the last war, incidentally, Cuba also increased her production tremendously and we bought her 1917 and 1918 crops for ourselves and our allies.

Almost all the sugar arriving at our shores is raw sugar--sugar which is then refined by the cane refiners, who are located mostly on the Atlantic, Gulf, and Pacific seaboards. With the Philippines gone and itself beset by transportation difficulties, the Government found it necessary to allocate the reduced raw supplies among the various cane sugar refiners on whom our most densely populated areas chiefly depend. We needed allocation, which began several months before the start of sugar rationing, if sugar was to be distributed equitably among the refiners serving these crowded regions. At first the *raw* sugar allocation was made by the War Production Board, but afterward the War Food Administration took over the job. For the most part, the allocations are based on the production history of the refiners.

This kind of allocation is not to be confused with the well-known food allocation procedure. Under the latter, total supplies of *refined* cane and beet sugar available to the United States are allocated among the various "claimant" agencies. As the designation indicates, these claimant agencies put in their claims for the available supply. These claimants include our armed forces, war services, territories, the Red Cross, our allies, friendly and liberated nations. Also included is a representative of U. S. civilians.

The claims are compared and pared down until after thorough consideration the War Food Administrator decides how much of the available supply each claimant is to get. His decision is the allocation.

After that, the Office of Price Administration is informed how much sugar will go to U. S. civilians. When civilian sugar rationing was begun in the spring of 1942, OPA divided the country into a number of zones. It specified in which of these zones the various beet sugar processors, cane sugar refiners, and sugarcane processors could sell sugar. The purpose of this zoning (which has been discontinued recently) was to assure the equitable country-wide distribution of our limited supplies; to minimize the Government's expense in moving sugar to deficit areas; and to reduce wasteful cross hauling to a minimum.

Redefined from time to time, these zones according to OPA now closely approximate most refiners' and sugar beet processors' normal distribution areas. It is because most sugar refiners will this summer be operating at capacity, selling their production to customers in the markets normal to them, that OPA has decided to suspend its zoning requirements (though the procedure will be restored if necessary).

The armed forces, unlike household consumers, buy their own refined sugar direct from cane refiners and beet processors. Other governmental requirements, notably lend-lease, are bought by WFA.

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WFA has amended WFO 94 to remove all restrictions on the purchase and sale of 1943-crop flaxseed. Reason is that all flaxseed crushers operating on domestic flaxseed are now sure of enough supplies to run their mills until the new crop is ready.

FLOUR SPECIFICATIONS CHANGED

A change in protein specification on purchases of hard winter wheat flour milled from new-crop wheat has been announced by WFA in cooperation with the U. S. Army Quartermaster Corps.

Although an abundant Southwestern wheat crop of high-quality protein is being harvested (July 13), the protein content is running from 1½ percent to 2 percent lower than that of the 1942 and 1943 crops.

On future purchases of flour by WFA's Office of Distribution for delivery to lend-lease and other claimants, specifications will permit delivery of flour containing (on the basis of 13.5 percent moisture) a minimum of 10.25 percent protein, a maximum of 0.45 percent ash (figured on a moisture-free basis minimum of 11.85 percent protein and maximum of 0.52 percent ash).

Heretofore, WFA specifications for hard wheat straight flour were based on 13.5 percent moisture, a minimum protein content of 11 percent, and a maximum ash content of 0.48 percent.

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WFA AUTHORIZES SET-ASIDE

CREDIT ON DRY EDIBLE BEANS

To help meet current U. S. civilian requirements for dry edible beans, WFA is making available an additional supply of approximately half a million 100-pound bags. The beans will be made available not through release of Government-held stocks, but through individual set-aside credits issued to members of the industry who have met all set-aside requirements under WFO 45.

Individual credits allowed are one-third of the quantity of beans set aside under WFO 45 during October 1943, when the set-aside requirement was 150 percent of the quantity sold into consumer channels. The requirement was reduced to 100 percent in November 1943, and to 25 percent (on specific classes of beans) in April 1944.

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FRUITS RELEASED FOR USE

IN ALCOHOLIC PRODUCTS

Use of certain fruits and the lower grades of other fruits in the production of alcoholic products has been authorized by WFA under WFO 69, as amended. The action resulted in part from the prospect of large crops of deciduous and citrus fruits.

The fruits released are: Dates, pineapples, and gooseberries; apricots, plums, and peaches below the respective U. S. No. 2 grades; all

cling peaches in California; early apples (grown outside California) below the Utility grade (up to and including August 31). Concord grapes are released to individual wineries up through 80 percent of the quantity the individual winery used for wine making during the 1942 season.

The action provides further that the apricots, plums, pears, or peaches below the U. S. No. 2 grades, and early apples below the Utility grade, which are released by this action must have been culled from a larger lot or lots sorted for market in fresh form or for processing.

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DRY MILK SET-ASIDE PERCENTAGES LOWERED

Reductions in set-aside quotas of nonfat dry milk solids for war uses became effective August 1. Sixty percent of the production of spray process milk powder and 35 percent of production of roller process powder are to be set aside by manufacturers during August and September.

During July, manufacturers were required to set aside 75 percent of their production of spray process nonfat milk solids and 50 percent of their production of roller process nonfat milk solids.

The quota reductions accord with the program of operating the set-aside quotas on a seasonal basis similar in principle to the methods followed in establishing set-aside quotas for butter and cheese. This plan of operation is designed to make available for civilian uses relatively even supplies throughout the year rather than large supplies in the summer months of high production and extremely short supplies in fall and winter, when production is lower.

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QUOTA RESTRICTIONS ON RENDERED PORK FAT LIFTED

WFA has removed quota restrictions on the use of rendered pork fat and lard which were purchased and delivered for soap making from July 17 through July 31, 1944.

The action, in an amendment to WFO 42, is similar to that of last May when quota restrictions on lard and rendered pork fat were removed from May 15 through June 30.

Both lard and rendered pork fat have been available to soap makers since late in February, but their use (except for the quantities purchased and delivered from May 15 through June 30) has been subject to the quota restrictions of WFO 42.

ABOUT MARKETING:

The following reports and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach, and mail to the Office of Distribution, War Food Administration, Washington 25, D. C.

Addresses.

Can Everybody Eat Well? June 30, 1944. 5pp. (processed).
. By Dan A. West

The Poultry Industry's Wartime Job. July 27, 1944. 8pp. (processed)
. By C. W. Kitchen

Some Possibilities for Reducing Costs of Distribution of Cotton.
July 13, 1944. 10pp. (processed). By John W. Wright

Reports.

Carlot Shipments of Fruits and Vegetables by Commodities, States,
and Months--Calendar Year 1943. June 1944. 32pp. (processed)

Tentative U. S. Standards for Classes and Grades for Live Poultry.
Effective July 15, 1944. 4pp. (processed)

Tentative U. S. Standards for Classes and Grades for Eviscerated,
Federally-Inspected Chickens. Effective July 1, 1944. 7pp.
(processed)

Reports and Periodicals on Marketing and Distribution. June 1944.
31pp. (processed)

Marketing Northwestern Fresh Prunes--Summary of the 1943 Season.
June 1944. 12pp. (processed)

Interstate Shipments of California Grapes Season of 1943. May 1944.
28pp. (processed)

Farm Production, Farm Disposition, and Value of Cotton and Cotton-
seed and Related Data by States, 1928-42. (Bureau of Agricultural
Economics) June 1944. 41pp. (processed)

Net Farm Income and Parity Report: 1943--and Summary for 1910-42.
(Bureau of Agricultural Economics) July 1944. 29pp. (processed)

Twelve Points in Grading Dry Edible Beans. AWI-99. (Extension
Service, WFA) May 1944. 12pp. (printed)

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Illustrations: Katharine Johnson, p. 6; Helen Morley, pp. 3, 13.

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